



# News from Brighton

## Spotlight on Business



### Lewis & Clark Insurance

This month's spotlight is shining on Lewis and Clark Insurance Agency located at 309 South Maple Street. They are an independent insurance agency, a proud member of the Independent Insurance Agents of Illinois and good neighbor to Brighton. When coming into town, their electronic sign with the village happenings is one of the first things that catches your eye. It has been in business for many years and is a Trusted Choice<sup>®</sup> Agency.

In their personal line they offer common insurance such as a Automobile Motorcycle, Boat, Home, Renters Insurance and Health. They also offer less common and specialized insurance for items such as: Antique cars, Jet Skis, Motor homes, Snowmobiles, Golf carts, Flood, Health, Renters, Farm & Ranch, Jewelry, Intellectual Property and many others.

In their commercial line they offer insurance such as: Business Owners Policy, Commercial Auto, Business Personal Property, Workers Comp, Group Health, Special Event, Professional and General Liability. They can place insurance for buildings such as churches, apartments, strip centers, retail stores restaurants and many more.

Current CSR/Agents are Cyndee Tucker, Vickie Oetken and Donna Wendle.

At Lewis & Clark Insurance Agency their goal is simple: Save their clients money, be your trusted advisor, give their clients superior customer service in person when you need it and technology for convenience when you want it.

Give them a call at 618-372-3821 or visit their website at [www.lewis-clarkinsurance.com](http://www.lewis-clarkinsurance.com) for full product lines and more information.

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Want your business in the spotlight? All you have to do is register your business and complete the spotlight form.



**LEWIS & CLARK  
INSURANCE AGENCY**



Pathfinders For All Lines of Insurance



Visit our website at  
[WWW.BrightonIll.com](http://WWW.BrightonIll.com)  
For a calendar of  
village events and  
other information

Give one of the  
agents a call at  
372-3821



Business registrations are due  
August 1

Visit [www.brightonill.com](http://www.brightonill.com) for  
registration benefits and  
registration form.



## 10 things employees want more than a raise

SECOND OF A 2 PART SERIES

From Inc.com

### 6. To be coached not micromanaged.

Employees want the boss's help when 1) they ask for it, or 2) they're floundering so badly they're afraid to ask for it. What employees don't want is to have the boss looking over their shoulder all the time.

### 7. To see the assh\*les get fired.

In almost every workplace there are one or two jerks who make life miserable for everybody. Almost more than anything else, employees want the boss to fire those jerks. If the boss doesn't, employees know he's either a weakling, a fool, or a jerk himself.

### 8. To feel less stress.

People hate the sense that they've got too much to do and not enough time to do it. Bosses must plan carefully, anticipate problems and set realistic goals, so that they don't accidentally and unnecessarily add stress to employees' lives.

### 9. To have a little security.

No sane employee expects lifetime employment. Even so, it's hard to concentrate when you feel as if a sword is hanging over your head. Employees want to know that they're not wasting their time when they're giving you their best.

### 10. To beat the competition.

Finally, never underestimate the power of teamwork, especially when teamwork means grinding the other team into the dust. Employees don't want to be team players; they want to play on the *winning* team.

Why isn't money on the list of desires? Well, as it happens, employees are seldom heard complaining about their salary *per se*, except in the context of the above desires (i.e. "they don't pay me enough to put up with this.")

Satisfy the ten desires and your employees will remain loyal and hardworking, even if you're paying them less than they might earn elsewhere.

# Wayne's Word



## News from Mayor Schafer

Hello Business owners,

**“CRACK” “BOOM” “BANG”**

These are the sounds that will be coming forth once again this JULY 3<sup>rd</sup> in Schneider Park! Yes as this Nation celebrates its 239<sup>th</sup> year of FREEDOM Brighton will ring in the 4<sup>th</sup> with another spectacular Fireworks show on Friday evening the 3<sup>rd</sup> in Schneider Park. I hope that you and your families can once again enjoy this wonderful event. However, as in any case it not only takes funds to host something this nice but many hands. If you go to Brighton's web page you will see what is planned for that day.

After every town meeting I have the Honor of taking our City Attorney Bob Watson home and we always engage in wonderful conversation as to what we can have a part in making Brighton a better community than what has been left in our hands. I must say that is no small task, for our forefathers or previous city leaders have done a wonderful job in keeping Brighton the best place to raise a family and enjoy one's retirement. This past trip home we talked about the Brighton Picnic Association, who was once very active and, as I learned, help acquire Schneider Park and start the development of its early stages such as the large Pavilion. They are currently giving funds today for such things as playground equipment setup and other improvements as needed and as they can afford. So I asked Bob how did this come about, the Brighton Picnic Assoc., and he told me it was formed and ran by Brighton's business owners and leaders. Yes, folks like you today. However today it exists more in a holding pattern than anything.

This is where I'm going with this “CRACK, “BOOM”, “BANG” story. As your Mayor I would love nothing better than to see the Brighton Picnic Assoc. take over the 4<sup>th</sup> of July Celebration not only with fine food, but with the renewal of both old and new friendships and maybe music, carnival rides, and just plain clean family fun and games.

So I challenge you, both old and new business owners, to help me in accomplishing this task. Although it is too late for the current celebration it's not too late to start now and help revitalize the current Brighton Picnic Assoc. to help it take on a new celebration for next year's 4<sup>th</sup> of July.

As you read this I hope you will contact me in helping re-form this association and help with a Bigger and Better 4<sup>th</sup> of July event for 2016. I will leave you with my Cell # [\(618\) 946-2860](tel:6189462860) to text or contact me about getting you as business leaders re-formed and bringing this and more events to Brighton and utilize our parks more. Remember 'Many Hands make for Light work!'

May God Bless you this 4<sup>TH</sup> of July!

Mayor Wayne D Schafer,



Dear Business Owner,

We would like to make you aware of a unique event that is coming to Brighton. Bike MS, a fundraising bike ride sponsored by the Multiple Sclerosis Society, that attracts up to 3,000 riders. The event will feature 25, 50, 75, and 100 mile routes on September 12 and 13, and riders will be coming through Brighton on the second day of the ride.

The event had been held in Columbia, MO at the Boone County Fairgrounds for many years. This year, the riders will begin and end their rides at Lewis and Clark Community College, with Betsey Ann Park serving as a rest stop on Sunday, September 13. Riders will be entering Brighton via the Brighton-Bunker Hill Road and ride past the Municipal Building on their way to the park. After leaving the rest stop, riders will follow Cross and Brown Streets, and return to Godfrey via Seminary Road.

To welcome the riders and promote Brighton and our businesses, banners will be placed along the route. The vinyl banners are 2 ½ X 6 feet and each will feature a positive item about Brighton and the name of one sponsoring business. To sponsor a banner and have your business named on it is \$50.

The banners will also be used to promote Brighton and your business at other times. For example, they will be displayed during community sponsored activities at Schneider Park and at various times when visitors may be coming to Brighton for an event.

Join us in promoting Brighton to visitors and in building pride in our community! ***Complete the sponsorship form on page 6 or call the Village Clerk's office at 372-8860 for information on how to have your business' name placed on a banner, or if you have any questions. Sponsorship requests are due by August 1.***

Thank you for helping us build Brighton,  
The Brighton Economic Development Committee



**Do you have news you want to share with other businesses in Brighton? Do you have a topic you want addressed? Share your news and ideas with the Economic Development Committee via e-mail to [paigebeilsmith@brightonill.com](mailto:paigebeilsmith@brightonill.com)**



## Download and install software updates for your operating systems and applications as they become available

All operating system vendors regularly provide patches and updates to their products to correct security problems and improve functionality. Configure all software to install such updates automatically.

From FCC.gov

Look for more tips on how to keep your business data safe in future newsletters

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## QUOTE CORNER

Appreciate everything your associates do for the business. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise.

They're absolutely free and worth a fortune.

**-Sam Walton**



***HAVE A GREAT WEEK!***

### Upcoming events:

July 3	Independence at the Park
Aug 1	Business Registration Due Date
Aug 1	MS banner sponsorship Due Date
Sept 13	MS Bike ride route thru Brighton



# Village of Brighton

## Bike MS banner request

Request due no later than August 1, 2015 to allow printing time for the banner

Date of request:	
Business Name to print on banner:	Business Contact Name in case of questions:
Contact Phone Number:	Business <u>Mailing</u> address:

**Banner Sponsor Fee:**  \$50.00    Check # \_\_\_\_\_    Please make checks payable to the *Village of Brighton*

*Please return your completed request and check to the Village Clerk, Billie Laubscher at the Municipal Building or mail to:*

*Village of Brighton  
Economic Committee Banner request  
206 South Main Street  
Brighton, IL 62012*